**Orders** Order / Rev: 166425 Alt Order #: 06324017 Product Desc: OBAMA 4 PRES: SKED C Estimate: 1812 WDJT-TV-LP Flight Dates: 09/20/12 - 09/26/12 Primary AE: Matthew Norten Original Date / Rev: 09/21/12 / 09/21/12 Sales Office: HDC Order Type: **GENERAL** Sales Region: NAT Agency Name: **GMMB Greer Margolis Mitchell Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: **Broadcast** 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Poli/Obama for President Demographic: A35+ New Business Thru: **Product Codes:** PL Candidate Order Separation: 00:15:00 Priority: LUR Advertiser External ID: Revenue Codes: AGY, POL, CAND Agency External ID: Bill Plan **Totals** 

**Order Share** 

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/26/12	48	\$10,000.00	\$8,500.00

Share

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	48	\$10,000.00	\$8,500.00	0.00
Totals	48	\$10,000,00	\$8,500,00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten	-		Start Of Order - End Of Order	100%

Total

WDJT-TV-LP	17%	\$10,000.00
Market	100%	<b>\$58,823.</b> 53
Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$588.24
WCGV	0%	\$0.00
WISN	27%	\$15,882.35
WITE	240/	040.005.00

WCGV	0%	\$0.00
WISN	27%	\$15,882.35
WITi	31%	\$18,235.29
WMLW-	2%	\$1,176.47
WPXE	0%	\$0.00
WTMJ	22%	\$12,941.18
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln Ch	Start	_End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	i Rtg Type	Spots	Amount
N 1 WDJT	09/20/12	09/21/12	Let's Make a Dea Let's Make a Dea	· · + <del>-</del> · · ·	858a-10a	TF <b></b>	:30	2	\$85.00 LU	R 0.00 NM	11	\$1,310.00
Week: 09/ Spot Ch 2 WDJT See	17/12 ( <u>Date Rand</u> 09/17/12-0 MG 1.3,1	09/23/12 Le	Weekdays TF escription et's Make a Deal 9 1.7,1.8,1.9,1.10,1.	a-10a 858a	<u>Rate</u> \$85.00 <u>/End Time</u> -10a	_	<u>Veekdays</u> ThF	<u>Length</u> - :30		<u>Rtg Type</u> )) 0.00 <i>NM</i>		

Print Date: 09/21/12 09:09:27 Page 2 of 4

WDJT-TV-LP

Order / Rev: Alt Order #:

Flight Dates:

166425

06324017

09/20/12 - 09/26/12

Advertiser:

Estimate:

Poli/Obama for President

Product Desc:

OBAMA 4 PRES: SKED C

1812

Ln Ch	Start	End	Inventory C		ak Start/E	nd Time Days	Len Sp	ots	Rate Pri	Rtg Type	Snote	A 222 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
N 1 WDJT	09/20/	12 09/21/	12 Let's Make a Let's Make a	Deal 9a-106M	858a-10a			2		R 0.00 NN		\$1,310.00
Week: 09/1		End Dat 09/23/12	<u>Weekdays</u>	Spots/We	ee <u>k Rate</u> 2 \$85.00							
Spot Ch	Date Ra	<u>ange</u> 2.00/26/45	Description 2 Jeopardy 6p-636		tart/End Time		Weekdays	Length	n Rate	Rtg Type		
® MG	for 3.1.	2-09/20/12 16.2,18.2,	2 Jeopardy 6p-639 1 2	up Iv	I-F 6p-630p		MTW	- :30	\$700.00	0.00 NN	ı	
			2 3p-4p (eff 9/10/1	(3) 3	p- <b>4</b> p		MTW				}	
		16.2,18.2, <sup>2</sup>		·-,	אי ק		V    W	- :30	\$50.00	0.00 NM	1	
			3p-4p (eff 9/10/1	3) 3 <sub>1</sub>	o-4p		MTW	- :30	\$50.00	0.00 NM	ľ	
		16.2,18.2,1							Ψ00.00	0.00 (4)41	l l	
			3p-4p (eff 9/10/1	3) 3 <sub>[</sub>	o-4p		MTW	:30	\$50.00	0.00 NM	ļ	
		16.2,18.2,1	Dr. Phil 4p-5p		_						ļ	
(M) MG f	or 3.1.1	6.2,18.2,1	2 Pnii 4p-5p	4 <u>p</u>	)-5p		MTW	:30	\$100.00	0.00 NM		
			Dr. Phil 4p-5p	4r	)-5p		Mari				}	
		6.2,18.2,1		71-	/- <b>o</b> p		MTW	:30	\$100.00	0.00 NM		
9 WDJT 0	9/24/12	-09/26/12	Dr. Phil 4p-5p	4p	-5p		MTW	:30	£100.00	0.00		
		6.2,18.2,1					11111	.50	\$100.00	0.00 NM	1	
10 WDJT 0	9/24/12	-09/26/12	Late Late 1135p-	1235a 11	35p-1235a		MTW	:30	\$25.00	0.00 NM		
⊕ MG fo									7_0.00	0.00 14111		
			Late Late 1135p-	1235a 11	35p-1235a		MTW	:30	\$25.00	0.00 NM		
⊕ MG fo				1005								
⊕ MG fo	7/44/12: 0r 3 1 16	-09/20/1∠1 3 2 18 2 1	Late Late 1135p-	1235a 11:	35p-1235a		MTW	:30	\$25.00	0.00 NM		
			Let's Make a D		0.50	<u></u>			<del>-</del>			
2 ***********	3/24/12	09/20/12	Let's Make a D		858a-10a	MTW	- :30	2 \$1	00.00LUR	0.00 NM	2	\$200.00
Start D		End Date	Weekdays	Spots/Weel	<u>Rate</u>	Rating				J.		
Week: 09/24/		09/30/12	MTW		2 \$100.00	0.00						
N 3 WDJT 09	9/20/12	09/21/12	Price Is Right 1		10a - 11a	TF	:30	1 \$1:	30.00LUR	0.00 NM	0	\$0.00
Start D	)ate	End Date	Price is Right 1 Weekdays	Spots/Week	, Bata	Datin-				Į.		
Week: 09/17/		09/23/12	TF	<u>opois/vveer</u>		<u>Rating</u> 0.00				i i		
	<u>te Ran</u>		escription escription	<u>Sta</u>	rt/End Time		Weekdays L	<u>ength</u>	Rate R	Rtg Type		
			rice Is Right 10a		- 11a		<del>-</del> ThF		<del>(\$130.00)</del>	0.00 NM		
See IVI [sold o	ut at LL	. <i>4,1.5,1.</i> 6, JR rate kj]	1.7,1.8,1.9,1.10,	1.11,1.12						1		
			Price Is Right 10	Da-11a CM	10a - 11a	MTW	:30	2 \$15	0 00LUD	0.00 104	_	
			Price is Right 10			P11 H	.50	دادې ک	60.00LUR	U.00 NM	2	\$300.00
Start D		nd Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				ļ		
Week: 09/24/1		9/30/12	MTW	2	\$150.00	0.00				1		
2 MD31 08	/20/12	09/21/12	Y&R 11a-12p	CM	11a - 12p	T <b>F</b>	:30 2	\$13	5.00LUR	0.00 NM	2	\$270.00
Start Da	ate F	nd Date	The Young & the Weekdays	e Restiess 11a <u>Spots/Week</u>	_	D.C.						
Week: 09/17/1		9/23/12	TF	<u>Spots/1466K</u> 2	<u>Rate</u> \$135.00	Rating 0.00						
6 WDJT 09/			Y&R 11a-12p	CM	11a - 12p	MTW	:30 2	\$16	5.00LUR (	0.00 NIM		#200 00
			The Young & the	e Restless 11a				. ψιοί	0.00001	0.00 141011	2	\$330.00
Start Da		nd Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>				1		
Week: 09/24/1		9/30/12	MTW	2		0.00						
7 WDJT 09/	20/12		News at Noon News at Noon	CM	12p-1230p	TF	:30 2	\$50	0.00LUR (	0.00 NM	2	\$100.00
Start Da	nte F	nd Date	Weekdays	Spots/Week	Data	Detine				1		
Week: 09/17/12		9/23/12	TF	2	<u>Rate</u> \$50.00	Rating 0.00						
8 WDJT 09/2	_		News at Noon	СМ	12p-1230p	MTW	:30 2	\$50	0.00 LUR 0	00 NM	2	¢100.00
			News at Noon			···		Ψυυ		, INIVI	2	\$100.00
Start Da		nd Date	Weekdays	Spots/Week	Rate	Rating				∦		
Week: 09/24/12 9 WDJT 09/2		0/30/12	MTW	2	\$50.00	0.00						
	・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・	3/21/12		СМ	1230p-2p	TF <b></b>	:30 1	600	.00LUR 0	OO NIKA	1	\$90.00

Print Date: 09/21/12 09:09:27 Page 3 of 4

Order / Rev:

166425

Advertiser:

Poli/Obama for President

Alt Order #: Flight Dates:

06324017 09/20/12 - 09/26/12

Product Desc:

OBAMA 4 PRES: SKED C

Estimate:

1812

WDJT-TV-LP

Len Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots  CBS Block 1230p-2p  CBS Block 1230p-2p  CBS Block 1230p-2p  CBS Block 1230p-2p  Weekdays Spots/Week Rate Rating  Week: 09/17/12 09/23/12 09/23/12TF 1 \$90.00 0.00  10 WDJT 09/24/12 09/26/12 CBS Block 1230p-2p CM 1230p-2p MTW :30 2 \$90.00LUR 0.00 NM 2	Amount \$180.00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/17/12         09/23/12        TF         1         \$90.00         0.00           10 WDJT         09/24/12         09/26/12         CBS Block 1230p-2p         CM         1230p-2p         MTW         :30         2         \$90.00 LUR         0.00 NM         2	\$180.00
Week: 09/17/12         09/23/12        TF         1         \$90.00         0.00           10 WDJT         09/24/12         09/26/12         CBS Block 1230p-2p         CM         1230p-2p         MTW         :30         2         \$90.00LUR         0.00 NM         2	\$180.00
10 WDJT 09/24/12 09/26/12 CBS Block 1230p-2p CM 1230p-2p MTW :30 2 \$90.00LUR 0.00 NM 2	\$180.00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/24/12         09/30/12         MTW         2         \$90.00         0.00	
11 WDJT 09/20/12 09/21/12 Doctor 2p-3p CM 2p-3pTF :30 2 \$50.00 LUR 0.00 NM 2	\$100.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12TE	4700.00
12 WDJT 09/24/12 09/26/12 Doctor 2p-3p CM 2p-3p MTW 30 3 250 00000	\$400.00
Start Date End Date Weekdays Spots/Week Rate Rating	\$100.00
13 M/D IT - 00/20/12 MTW 2 \$50.00 0.00	
13 WDJT 09/20/12 09/21/12 3p-4p (eff 9/10/13) CM 3p-4pTF :30 1 \$50.00LUR 0.00 NM	\$50.00
<u>Start Date                                  </u>	
14 WDJT 09/24/12 09/26/12 3p-4p (eff 9/10/13) CM 3p-4p MTW :30 2 \$50.00LUR 0.00 NM 2	\$100.00
<u>Start Date                                  </u>	
2 \$50.00 0.00 15 WDJT 09/24/12 09/26/12 Dr. Phil 4p-5p CM 4p-5p MTW :30 3 \$100.00 LUR 0.00 NM 3	\$300.00
Start Date End Date Weekdays Spots/Week Rate Rating	4000.00
N16 WDJT 09/20/12 09/21/12 Jeonardy Sp 620p CM M TO 202	
6p-630p/Jeopardy	\$400.00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/17/12         09/23/12        TF         2         \$400.00         0.00	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type  2 WDJT 09/17/12-09/23/12 Jeopardy 6p-630p M-F 6p-630pThE 30 (\$1400.00)	
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12 [sold out at P-2 kj]	
17 WDJT 09/24/12 09/26/12 Jeopardy 6p 630p CM M F 9 630p	
6p-630p/Jeopardy  Start Date - End Date - Washington - On the start Date - End Date - Washington - On the start Date - On the start Da	\$550.00
Week: 09/24/12 09/30/12 MTW 2 \$275.00 0.00	
	\$500.00
<u>Start Date                                  </u>	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Pto Type	
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1,10,1.11,1.12	
[sold out at P-2 kj]	
·	650.00
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 09/24/12 09/30/12 MTW 2 \$325.00 0.00	
20 WDJT 09/22/12 09/22/12 Sat 6p-7p Jep/Wheel CM Sat 6-7p1 :20 1 200 20 P 2	200.00
Start Date End Date Weekdays Spots/Week Rate Rating	
21 WDJT 09/24/12 09/24/12 Mo 8p - 9p CM Mo 8p - 9p 1 30 1 to 000 00 p	000.00
Start Date End Date Weekdays Spots/Week Rate Rating	

Print Date: 09/21/12 09:09:27

Page 4 of 4

Order / Rev:

166425

Advertiser:

Poli/Obama for President

Alt Order #:

06324017

Product Desc:

OBAMA 4 PRES: SKED C

WDJT-TV-LP

Flight Dates:

09/20/12 - 09/26/12

Estimate:

1812

<sup>2</sup> Ln Ch 21 WDJT (	Start	End 12 09/24/12	Inventory Code			Time Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
			2 Broke Girls/Mi	CM ke &Molly	Mo 8p - 9p	1	:30	1	\$3,000.00P-2	0.00 NM		\$3,000.00
Start Week: 09/24	4/12	End Date 09/30/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00						
22 WDJT (		2 09/23/12	Su 8p - 9p The Good Wife	СМ	8p-9p	1	:30	1	\$1,000.00P-2	0.00 NM	1	\$1,000.00
<u>Start</u> Week: 09/17	/12	End Date 09/23/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
23 WDJT 0	9/22/1	2 09/22/12	Sat 1035p-1135p The Closer	CM	1035p-1135p		:30	1	\$70.00LUR	0.00 NM	1	\$70.00
<u>Start I</u> Week: 09/17/	/12	End Date 09/23/12	Weekdays	Spots/Week 1	<u>Rate</u> \$70.00	Rating 0.00						
24 WDJT 09	9/22/12	2 09/22/12	Sat 1135p-1235a The Closer	СМ	1135p-1235x		:30	1	\$50.00LUR	0.00 NM	1	\$50.00
<u>Start D</u> Week: 09/17/	12	End Date 09/23/12	Weekdays	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00				1		
25 WDJT 09		2 09/23/12	Insider Wknd 110 Insider Wknd 110		1105p-1135p	1	:30	1	\$50.00LUR	0.00 NM	1	\$50.00
CAn be in e Start D Week: 09/17/	ate	End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
									Ţ	otals	48	\$10,000.00